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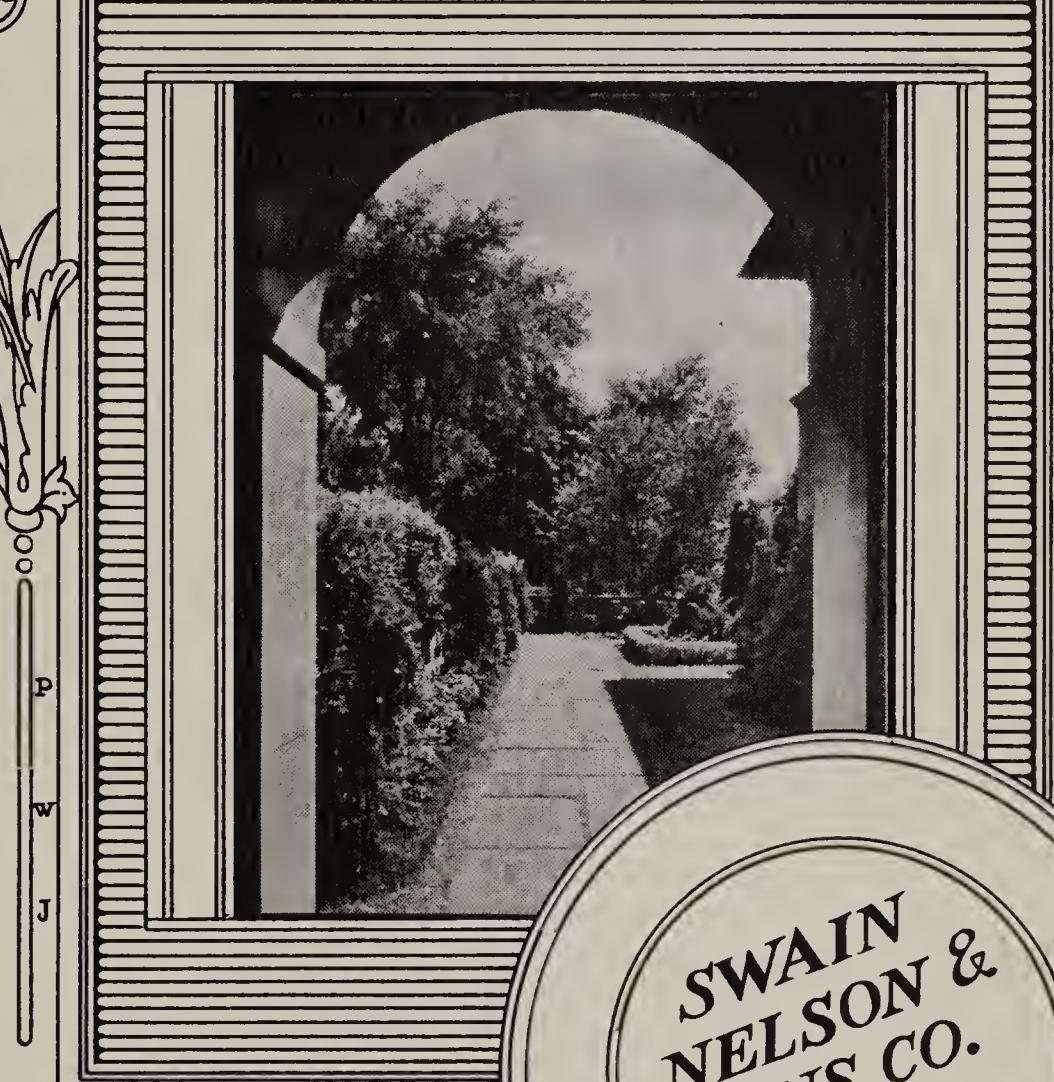
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SEP 24 1935

U. S. Department of Agriculture



New Ideas in Landscaping



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What does your garden mean to you?

Gardens . . . with their trees and shrubs . . . grass and flowers—what can they mean? Of what particular use can they be? For some people a garden is a thing of beauty; for others—a haven of security for the children.

Some men and women find long hours of happy work and creative enthusiasms there. Others relax in sun or shade and find amidst a flowering loveliness a place of rest and quiet. What does your garden mean to you?

THESE GARDEN PICTURES

Are really interesting answers to the question just raised. Some of our clients have discovered answers which have met their artistic needs completely. Each picture tells a different story. The garden has a meaning—fills a need and performs a specific function.

For the most part, the properties on which these plantings were made are medium sized. All of the work has been done since 1932. Production costs are surprisingly moderate.

Read the complete details on the back of each picture. Imagine the undreamed possibilities in your own garden and grounds.

PLAN SOME NEW USES FOR YOUR GARDEN

What new satisfactions will your garden give you next year? Why not plan on a beautifully shrub-screened play-yard with a small wading pool for the children; or a lovely sun terrace for yourself and your friends. A rock garden and lily pool in some shady corner will prove a delight, while a tree arbor in the right place will be a shady cool retreat from next summer's sun.

So many wonderful new uses are possible. So much beauty and satisfaction may result. Why not plan now—for next year?

CONSIDER THE AUTUMN

Fall planting means heavier leafing in the Spring, fuller flowering in the summer.

Trees and shrubs planted now will have months of steady rooting. They will be ready for active growth with the melting of the snow and the first breaking of Spring.

Trees should be attended to now—trimming, spraying, feeding, as well as surgical work done in the Fall will mean greater health and beauty next year. Remember your trees have been through a de-

A beautiful home is an

pression of drought and heat. Special care now will produce satisfying results.

Transplanting of shrubs and trees, new border arrangements for flowers, treatment for lawns exhausted by summer heat are things ideally suited for autumn work.

INDIVIDUALIZE YOUR GARDEN

Your gardens and grounds, just as much as the interior of your home, reflect your personality. Our efforts are directed not toward telling you what to do, but how to do it, in order that the character of your home will be adequately reflected in the arrangement of your gardens and grounds. Our vast resources of trees and shrubs and flowers are available for you to choose from. We work with you and attempt to aid you in every way to realize your own aspirations and create your own garden environment.

AN INVESTMENT GUARANTEED FOR TWO YEARS

Regardless of the money and time invested in your garden, nature becomes the final arbiter. The most that one can do is to select the proper kind of healthy plants, prepare the soil in which they are to grow and exercise proper care in nurturing them. The rest depends upon the wind and the rain and sun. However, we do our work with such care that we can guarantee it for two years. This investment will pay dividends because we guarantee it. This unusual feature of our service is not offered by any other landscaping organization in the middle west.

COSTS ARE FAVORABLE THIS FALL

When work is done in the Spring only a few short weeks are available for planning and planting. During the long autumn months no such drive against time is necessary. Work can be planned leisurely and done under the most favorable conditions.

We want to help you discover new uses and new pleasures from your gardens. Sign your name to the enclosed self-addressed postcard and give us, by doing so, an opportunity to talk over these things with you.

SWAIN NELSON AND SONS COMPANY

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SWAIN NELSON AND SONS CO.
Landscape Gardeners
GLENVIEW, ILLINOIS.

Lot 100 x 180 feet.

Terrace built 1935—size approximately 8 x 25 feet. Walls and steps of Burlington stone to match house.

Paving on terrace—New York Flagstone.

Terrace shaded by large American Elm. Planting on upper terrace consists of tall Cannart's Cedars with Vinca, Pachysandra and Annual Flowers.

At base of terrace, an evergreen planting of taller Cedars, Pfitzer's Juniper and evergreen winter creeper.

Terrace in front of house—work done in 1935. Cost running from one thousand dollars and up.

Name of owner and location of this property gladly furnished upon request. We shall be pleased to have you visit this location with us.



SWAIN NELSON AND SONS CO.
Landscape Gardeners
GLENVIEW, ILLINOIS.

Lot size 60 x 200 feet.

Terrace—approximately 8 x 24 feet.

Selected Wisconsin rubble stone with flag paving.

Low Froebel's spirea, used as hedge around terrace. Terrace looks upon lawn and small formal rose garden.

Terrace and plantings done in 1934.

Cost running from \$400.00 and up.

Name of owner and location of this property gladly furnished upon request.
We shall be pleased to have you visit this location with us.

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Grounds of several acres.

Work done in 1931 to 1934.

Honey Locusts, Douglas Firs with ground cover of Myrtle. This corner very shady with practically no sunlight, but an important detail as it is immediately next to main entrance of home. Excellent example of detail planting in shade on grounds of larger extent.

Name of owner and location of this property gladly furnished upon request.
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Lot 180 x 200 feet.

Work done in 1933-1934.

Planting only (no terrace construction) Red Cedars, Box Barberry hedge and low growing evergreens comprise planting. Background with large American Elms, Maples and Native Cherries.

Name of owner and location of this property gladly furnished upon request.
We shall be pleased to have you visit this location with us.

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SWAIN NELSON AND SONS CO.

Lot 110 x 200 feet.

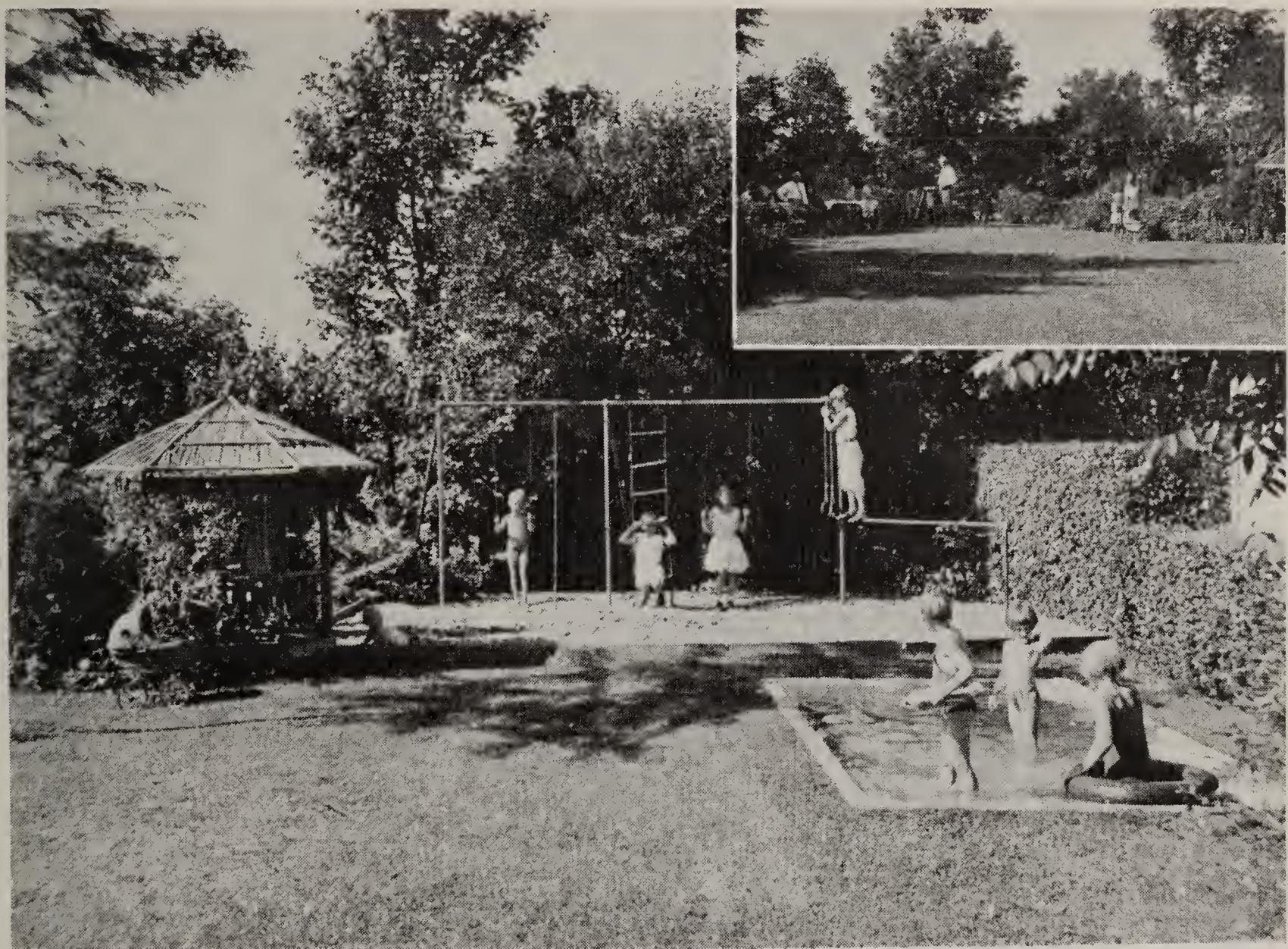
Work done in 1932.

In place of the usual uninteresting open lawn area in the rear of this average sized suburban home, this lovely stone terrace has been built. Combining utility with beauty, it offers a real spot for peace and quiet, as well as a garden area. Constructed of Wisconsin Stratified Stone with flag paving, ample areas for flowers, rock plants and evergreens have been made. Built on two levels, the series of steps makes an interesting study of stone and planting.

Costs of such terraces run from \$800.00 and up.

Name of owner and location of this property gladly furnished upon request.
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SWAIN NELSON AND SONS CO.
Landscape Gardeners
GLENVIEW, ILLINOIS.

Lot 100 x 152 feet.

Work done 1932 to 1935.

An average size property offering ample space for play grounds, vegetable and flower gardens, as well as a beautiful and extensive lawn area. It is surprising how low in cash any one of these areas can be carried out.

Young America certainly could not ask for a finer place in which to get started and yet your children may have it too at small expense.

Name of owner and location of this property gladly furnished upon request.
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SWAIN NELSON AND SONS CO.
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Lot 100 x 160 feet.

Work done in 1932.

Approximate size of rock garden 25 x 35 feet. Small rock garden and pool. Background made up of Gray Dogwood, Wild Cherry, Viburnums contrasting with Pfitzer's Junipers, Hemlock, et cetera.

Wisconsin Stratified Stone used with flag edge to pool.

Rock gardens need not be large to be effective.

Such gardens can range in price from a few hundred dollars and up.

Name of owner and location of this property gladly furnished upon request.
We shall be pleased to have you visit this location with us.

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Grounds of several acres.

Work done in 1935.

This magnificent large Hawthorne was originally buried in a thick woodland. By opening up the area with tanbark trails plus an attractive bench about the tree, an unusually lovely spot was created. Careful, imaginative planning with a small expenditure of money—produced large results.

Name of owner and location of this property gladly furnished upon request. We shall be pleased to have you visit this location with us.

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For three years all trees have suffered from drought and excess heat,
especially during the summer of 1934.

Arrange to have your trees inspected this fall.

Trimming—spraying, feeding and surgery—will prolong the life of
your trees and make them a continued source of satisfaction to you.

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Gentlemen:

We are very much interested in securing information concerning the possible new uses for our grounds and would be glad to discuss these things with you on..... at..... o'clock.

DATE

Name.....

Address.....

Telephone No.....



I would particularly like to have you inspect our trees.